



WFLX

## ORDER

Print Date 10/22/12 Page 1 of 2

Flight Dates 10/23/12-10/26/12

Contract / Revision 839083 / Product KEEVER for FL State Attorney

Original Date / Revision 10/22/12 10/22/12 Agency Com 15%

Advertiser KEEVER, Dina/R/FL State Atto Billing Contact

566 South Route 303  
Blauvelt, NY 10913

Agency McLaughlin &amp; Associates

Buying Contact

566 South Route 303  
Blauvelt, NY 10913

Sales Office H-DC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # 620

Alt Order # 06387838

Billing Type Cash

Order Type Political

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes Agency Political Pol-Candid

Product Codes PL830

Priority P 1

Advertiser Ref

Primary Account Executive  
Will Hilderbrandt

Account Executive	Order%	Start Date	End Date
Will Hilderbrandt	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
DFLX	%	
WFGC	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPTV	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	10	\$2,014.50	\$2,370.00	0.00	10/01/12	10/26/12	10	\$2,014.50	\$2,370.00
Totals	10	\$2,014.50	\$2,370.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WFLX	10/23/12	10/26/12	MORNING NEWS 8A FOX 29 MORNING NEWS	Comm	8-9A	-TWTF--	:30	4	\$155.00	P 1	0.00	NM	4	\$620.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-TWTF--		4				\$155.00		0.00			
E 2	WFLX	10/23/12	10/26/12	FOX 29 NEWS FIRST AT FOX 29 NEWS FIRST AT	Comm	4-430P	-TWTF--	:30	4	\$130.00	P 1	0.00	NM	4	\$520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-TWTF--		4				\$130.00		0.00			
E 3	WFLX	10/23/12	10/26/12	Late News M-Sun TEN O'CLOCK NEWS	Comm	10-11P	-TWTF--	:30	2	\$615.00	P 1	0.00	NM	2	\$1,230.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			



WFLX

Print Date: 10/22/12

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Contract / Revision 839083 Flight Dates 10/23/12-10/26/12Hiatus DatesOriginal Date / Revision 10/22/12/ 10/22/12Order Sep 00:15:00Advertiser **Keever, Dina/R/FL State Att** Product **Keever for FL State Attorney** Estimate # 620

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
E 3	WFLX	10/23/12	10/26/12	Late News M-Sun TEN O'CLOCK NEWS	Comm	10-11P	-TWTF--	:30	2	\$615.00	P 1	0.00	NM	2	\$1,230.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/22/12	10/28/12	-TWTF--	2		\$615.00		0.00							
														Totals	10	\$2,370.00

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE

☒ STATE/LOCAL CANDIDATE

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> <span style="font-size: 1.2em; color: blue;">WFLX, West Palm Bch FL</span>	<b>Date:</b> <span style="font-size: 1.2em; color: blue;">10-24</span>
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I, McLaughlin & Associates,  
 being/on behalf of: Dina Keever, a legally  
 qualified candidate of the R political  
 party for the office of: State Attorney, Circuit 15  
 in the General  
 election to be held on: 11.06.12  
 do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		<span style="font-size: 1.5em; color: blue;">WFLX# 839083</span>			

<b>Total Charges:</b>	ORDER ATTACHED <span style="font-size: 1.2em; color: blue;">2014.50 net</span>
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For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Dina Keever for State Attorney, Circuit 15

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Dina Keever

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

10.19.12

Date

M Campbell

Signature

***To Be Signed By Station Representative***



Accepted



Accepted in Part



Rejected

[Signature]

Signature

John Heislman

Printed Name

GM

Title



**PAID POLITICAL  
BROADCAST AVAIL REQUEST**

<b>TO:</b>	John Heislman	<b>STATION:</b>	WFLX
<b>FROM:</b>	Will Hildebrandt	<b>HRP OFFICE:</b>	Washington DC

**REQUEST RECEIVED FROM**

**DATE:** 10/22/12

<b>BUYER:</b>	Marianne Campbell
<b>AGENCY:</b>	McLaughlin & Associates
<b>ADDRESS:</b>	566 South Route 303 Blauvelt, NY 10913
<b>PHONE #:</b>	203 966 9757
<b>FAX #:</b>	
<b>OTHER:</b>	

**AVAILS FOR**

<b>COMMITTEE:</b>	Dian Kever for State Attorney
<b>CHAIRPERSON:</b>	Dina Kever
<b>TREASURER:</b>	
<b>ADDRESS:</b>	PO Box 31598 West Palm Beach, FL 33420
<b>PHONE #:</b>	561 373 8224
<b>FAX #:</b>	
<b>OTHER:</b>	

**FOR**

<b>CANDIDATE:</b>	Dina Kever
<b>OFFICE:</b>	St Attorney
<b>PARTY:</b>	Republican

<b>DAYPARTS:</b>	ALL
<b>SCHEDULE DATES:</b>	As Ordered
<b>COMMERICAL LENGTH:</b>	:30'S
<b>PROGRAMS:</b>	ALL

**PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE**